

Comparisons of Job Characteristics

Focus Occupation: **Marketing Managers (11-2021)**

Associated Occupation: **Advertising and Promotions Managers (11-2011)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 84

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Communications and Media	5.3	18.1	12.1	<<	Extensive education and/or training may be required
English Language	11.2	17.6	16.6	0	Current knowledge level may be sufficient
Administration and Management	8.4	14.9	13.9	0	Current knowledge level may be sufficient
Sales and Marketing	5.2	14.9	21.5	>>	Current knowledge level is likely more than sufficient
Customer and Personal Service	11.3	14.0	18.3	>>	Current knowledge level is likely more than sufficient
Fine Arts	2.2	9.0	3.5	<<	Extensive education and/or training may be required
Design	5.2	8.8	7.9	<	Expanded education and/or training may be required
Telecommunications	3.9	8.4	3.2	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 95

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Time Management	8.9	13.2	11.0	<	A higher skill level may be required
Judgment and Decision Making	9.4	13.0	12.3	0	Current skill level may be sufficient
Social Perceptiveness	9.1	13.0	13.0	0	Current skill level may be sufficient

Coordination	9.1	12.7	11.6	0	Current skill level may be sufficient
Negotiation	6.8	11.0	11.0	0	Current skill level may be sufficient
Management of Personnel Resources	6.9	10.6	11.5	0	Current skill level may be sufficient
Management of Financial Resources	3.3	9.4	9.6	0	Current skill level may be sufficient
Management of Material Resources	3.7	6.4	6.5	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 99			
Focus Occupation: Marketing Managers (11-2021) Associated Occupation: Advertising and Promotions Managers (11-2011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	16.5	14.5	<	Some improvement in abilities may be required
Deductive Reasoning	10.6	14.1	14.1	0	Current ability level may be sufficient
Problem Sensitivity	11.1	13.8	12.6	0	Current ability level may be sufficient
Speech Recognition	9.9	13.2	12.5	0	Current ability level may be sufficient
Written Expression	9.8	13.2	13.0	0	Current ability level may be sufficient
Fluency of Ideas	7.6	13.0	13.3	0	Current ability level may be sufficient
Near Vision	11.1	12.8	10.6	<	Some improvement in abilities may be required
Originality	7.6	12.2	12.3	0	Current ability level may be sufficient
Category Flexibility	9.0	11.0	10.7	0	Current ability level may be sufficient
Mathematical Reasoning	6.3	9.7	9.1	0	Current ability level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 85
Focus Occupation: Marketing Managers (11-2021) Associated Occupation: Advertising and Promotions Managers (11-2011)		
Work Activities	Exclusivity of Activity	
Analyze sales activities or trends	74	
Assign work to staff or employees	30	
Conduct market research	80	
Conduct or attend staff meetings	47	
Consult with managerial or supervisory personnel	60	
Develop pricing strategy	89	

Direct and coordinate activities of workers or staff	3
Make presentations	13
Manage contracts	73
Monitor consumer or marketing trends	74
Oversee execution of organizational or program policies	49
Provide customer service	14
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 93

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Content management software	6
Data management and query software	1
Duplicating machines	6
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.